

#### ABSTRACT

Highly concentrated, preferably clear or translucent, fabric softener compositions comprising at least 40% softener active and less than about 20% water by weight of the composition for dispensing during the rinse cycle of a washing machine or for handwashing. The composition may be a liquid, granule or other standard form that is placed directly in the rinse bath or placed in a dispensing device for delayed dispensing into the rinse bath. Alternatively and preferably, the concentrated composition is incorporated or encapsulated in a unitized article for dispensing in the rinse bath or placement in a dispensing device for subsequent dispensing. The use of these compositions and articles provide added convenience and excellent fabric softening without staining or leaving residue on the fabrics.